

QUALITY ENHANCEMENT FOR COMMUNICATION TRAINING SESSION.

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ABSTRACT

Quality improvement for the campus communication training is very significant for the efficacy of training programs. Since the reputation of high quality will draw more and more registrations which would result in high revenues for the university. There are two quality improvements which is quality improvement of teaching and quality improvement of managing the courses. It is vital have quality enhancement for communication training session based on objective data. The aims of this study were to investigate both quality improvement of teaching and quality improvement of managing the courses and to offer guidelines to improve both types of qualities. To obtain the results to the research objectives, this study had been conducted by utilizing mainly a method of qualitative method. For data collection, it is important to design and develop in-depth questionnaires to elicit data from the trainees. The in-depth questions were used with a sample of 20 trainees who were registered with communication training programs during the first quarter of fiscal year of 2018. The findings from with study revealed that there were high level of satisfaction with both quality of training and quality of the managing of the communication training programs. However, there were a gap to improve both quality of training and quality of managing. Suggestions from the study included, first, it was vital to separate the classroom with students of different level of proficiency. Second, allow a flexible time to learn and should be able to learn some materials online. Third, all learning material should be able to download online for the convenience of trainees and free of charge.

Keywords: Service Quality, Online, Trainees, Satisfaction

INTRODUCTION

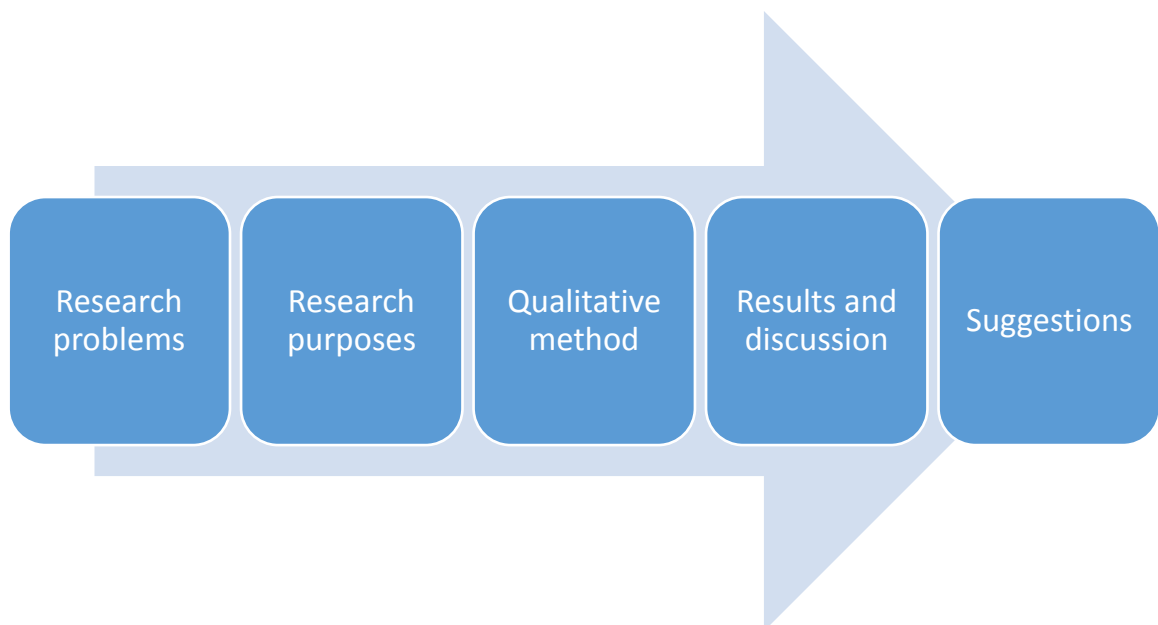
Effective and high quality improvement of communication is essential for the higher education institutions. It has been demonstrated that effective and high quality improvements of communication usually increase the positive attitudes, reinforce harmony of organization, and reduce stress from uncertainty of miscommunication. In order to provide an effective communication, it is necessary and important for Suan Sunandha Rajabhat University to ensure the quality improvement in both areas: quality improvement of teaching and training as well as quality improvement of managing courses of communication.

In fact, level of satisfaction is the easy to understand concepts. An in-depth interview is one simple, cheap, and effective ways to understand the level of satisfaction. It is convenient but the level reliability to generalize the findings may not be high. However, it is important to monitoring and gain feedback from many different groups such as trainees, trainers, and policy makers in the campus of Suan Sunandha Rajabhat University. In fact, satisfaction is the less expensive and easy to understand measurement. However, level of satisfaction of trainees is under many influences factors. Training session satisfaction survey

is utilized to collect a participations' opinion, experiences, and level of satisfaction with the training. The survey can help assess the current quality of teaching and current quality of managing of training program. Then, a variety of ideas and suggestions about how the communication training session can be improved would be discussed.

METHODOLOGY

The qualitative research method was utilized for this study. In fact, the study was based on an in-depth interview with those who had registered in communication training session. The major objectives of this study were to investigate both quality improvement of teaching and quality improvement of managing the courses and to offer guidelines to improve both types of qualities. The suggestions would come from the comments and insight information of individual who had long experience with the training sessions in the campus of Suan Sunandha Rajabhat University. To obtain the findings to the research objectives, this study had been conducted by employing mainly a method of in-depth interview with focus group or the use of qualitative method. For data collection, it is important to design and develop in-depth questions to elicit data from the trainees, trainers, and policy makers. The in-depth questions were used with a sample of 20 trainees who were registered with communication training programs during the first quarter of fiscal year of 2018 as well as trainers and policy makers.



FINDINGS

By utilizing the method of in-depth interview with specific focus group, the findings of this study can be reported that there were obstacles and problems of quality enhancement directly and indirectly affected the success of teaching communication training session as well as affected the key success of communication training process and management. The vital factors of success such as teamwork, innovative teaching and learning method, work environment, qualification of trainers and so forth, in turn, affected quality, administrative process, managing of the course, productivity of the training, performance of the trainers, and profitability of the training sessions. However, key success of small business often related to the composited characteristic traits of trainers. Train the trainers is one of the most important

concepts that need to be implemented in order to enhance the quality improvement and development in the long run. Better training staff and trainers can affect the issues of the effectiveness of leadership, communication, productivity, people skills, and teamwork which directly and indirectly improve the overall objectives of the communication sessions.

The findings from with investigation also revealed that the majority of the focus group reported there were high level of satisfaction from the people who were in the communication training sessions both quality of training and quality of the managing of the communication training programs. The level of satisfaction can be traced from the positive word of mouth that lead to increasing many enquiry of enrollment of the future trainings. However, there were a gap to improve both quality of training and quality of managing.

SUGGESTIONS

Suggestions from the study to enhance the quality of communication training sessions and managing of the communication training sessions included the improvement of both process and trainers. First, it was vital to separate the classroom with students of different level of proficiency. This may be hard to do with the small training session. However, for the future large class, it is possible to separate students with different proficiency and focus on the improvement of their weakness. Second, it is imperative to allow a flexible time to learn and many students need to be encouraged to learn some materials online. Self-study with proper technique and system allow students to dramatically improve their knowledge and skills. Motivation is the key of success for self-study. Therefore, the third suggestion was to ensure that all learning material should be able to download online for the convenience of trainees and free of charge. The easier the process and the system of learning and acquiring the information and knowledge, the more success rate would be for students. The fourth suggestion was for the managing the communication training sessions was that the supervisors should take effective ways to promote learning online as homework, assignment, and extra credit. Finally the last step was to follow up with each and every students. It is important to continue monitoring and obtaining feedback and discussion. Then, use the information to plan for future quality enhancement.

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